



QUALITY OF LIFE Work Plan 2014 Parks & Recreation, Library, CED “What Will Be”

The City of Mount Vernon believes our “Quality of Life” is exceptional and creates a lifetime positive difference for our community.

Coordinated Planning: All

The City of Mount Vernon recognizes the significant volume of enrichment offerings in our community by various organizations such as the YMCA, Boys & Girls Club, etc. We find significant value in coordinating with other agencies in an effort to analyze offerings and provide the most effective recreation experiences.

- Complete “Hub of Info” referral webpage for recreation in coordination with partners
 - Complete – front page under “Our Community” – Library staff in charge of keeping information current
- Facilitate collaboration – The City of Mount Vernon will reach out to other entities and organize a roundtable discussion twice per year
 - Plan and/or participate in joint events
 - City participated in YMCA Healthy Kids Day
 - City participated in Kindergarten Roundup at Little Mountain Elementary
 - Volunteer Fair with Community Action of Skagit County
 - Book to Film event with the Lincoln Theatre (sponsored by Elks Club of Mount Vernon)
 - Early learning program (sponsored by Elks Club of Mount Vernon)
 - Kulshan Street Fair
 - Master Gardener’s programs at the Library
 - Knitting program – local business came to library to assist in program
 - Farmers Market – children’s activities bi-monthly
 - Service dogs – provide programming at Library for free
 - Community Reads – in partnership with Community Action of Skagit County
 - Island Astronomical Society – partnership in Library programming
 - Share information to avoid duplication of scheduling
 - Ongoing – Roundtable met May & November 2014
- Refresh website monthly
 - Ongoing
- Research widget for website to indicate new calendar posting

Funding Support: Larry Otos, Brian Soneda, Mayor

The City of Mount Vernon is committed to exploring all creative options to sustain and generate funding support.

- Donation – cultivate opportunities for the community to donate, make it easy! Cash/in kind, donation ordinance, direct donors for use on projects, sponsorship and scholarship



- Received grant from Kiwanis Club of Mount Vernon for mobile playground program in summer 2014 (\$10,000)
- Received grant from Elks Club of Mount Vernon for Book to Film event
- Received donation of \$1,500 from Kiwanis Club of Mount Vernon for 2014 Starlight Cinema Outdoor Movies
- Development of “DONATE” button on webpage
- Capital project – Library: work with Mount Vernon Library Foundation to align goals
 - Ongoing information sharing and relationship
- Foundations – support efforts of Parks & Library Foundation work
 - “Heart of the Park” event sponsored by the Parks Foundation in support of Little Mountain Park raised \$17,128

Community Engagement: Larry Otos, Linda Brookings, Brian Soneda, Sara Holahan, Mayor

Quality of Life activities should be focused on meeting the needs of the community. Studies were part of the Parks & Recreation Comprehensive Plan completed in 2014.

- **Targeted Outreach – use Parks & Recreation Comprehensive Plan focus groups**
 - **Seniors – 37% of Comp Plan surveys returned from ages 50+**
 - Develop relationship with Senior Center
 - Research information to provide in the “referral center”
 - Develop marketing strategy to this group
 - Continue successful e-reading instruction
 - Mobile programming
 - **Latino Engagement – Mayor**
 - Increase participation – Zumba, REACH group, Dia de los Ninos, Kulshan Neighborhood Fair
 - Consistent City representation at the Latino Advisory Committee/Community Action
 - Participation in the Kulshan Neighborhood Fair and other groups
 - Needs assessment through outreach – completed during Comp Plan survey process
 - Complete Parks and Recreation Comprehensive Plan with Latino focus group
 - Excellent relationships have been built in partnership with the Seamar REACH program. 140 (= 20%) surveys returned from the Latino population. We are receiving translation support and promotion for QOL programs.
 - **Teens – (ages 13-17) address needs through comprehensive plan process**
 - Utilize teen focus group
 - Included teen focus group in Comprehensive Plan – only 1 attendee, however, excellent information gathered
 - Consult church groups
 - Include information in referral center
 - Explore teens teaching seniors (e-tech)
- **Ward Parties – Mayor**
 - Not completed – discussion with staff regarding low turnout for Ward meetings – is there another way to engage with community that is more successful?
 - Thursdays, 4:30 – 6:00 p.m. in September (4)
 - Fire, Police, Parks, Library, Solid Waste, Mayor, Council, WWTP education on rag disposal
 - Information opportunity

- Food: locally sourced & music
- Location: Wards 1 (Hillcrest Park), 2 (Mount Baker Middle School), 3 (Vaux Retreat), & West Side (Edgewater Park)
 - Neighborhoods identified by crime prevention division: Rosewood, West Mount Vernon, North Barker, Blackburn Ridge south streets between 13th and 18th.
- **Mayor's Wellness Challenge**
 - Select dates – Wellness Challenge in August of 2014 with weekly themes: physical fitness, diet and nutrition, mental health, and community engagement.
 - Expand partnership with Skagit Regional Health – Sponsorship of \$1000 received for printing and other support. Gift of health screenings for prizes and inclusion in Healthquest magazine. SRH is hosting 4 events.
 - Winter Wellness Week – expand challenge to winter events – planned for last week in January – annually. Similar to summer events. Collaboration with SVC, Skagit Regional Health, Downtown Association, local business, YMCA.
- **Community Movie Series at the Lincoln Theater** – work to schedule free movies through Quality of Life focus and in partnership with other community organizations
 - Christmas, Book to Film, Wellness x 2
 - In partnership with Elks Club of Mount Vernon – hosted joint Library and Lincoln Theatre Book to Movie event – “The Hobbit”
 - Wellness Challenge – “Happy” documentary on August 19, 2014
 - Free Christmas movie on December 6, 2014
- **Capitalize on Trends** – Focus on events that encourage economic opportunities for tourism and local residents: **Larry Otos, Linda Brookings**
 - Geocaching event in conjunction with Mount Vernon Birthday celebration (June)
 - Highly successful Summer Solstice Mount Vernon Birthday geocaching event with 180 registrations.
 - Disc Golf – goal for 2015
 - Cyclovia for 2015 – in partnership with the Kulshan Street Fair
 - Continue work to facilitate pickleball courts in Mount Vernon (MVSD)
 - Outdoor tennis courts at Hillcrest Park are resurfaced with tennis and pickleball lines, Parks and Recreation successfully cultivated a new user group.

Communicate: Parks, Library, and Mayor

Marketing of intrinsic value of Quality of Life programming

- Flyers, recreation guide (3x per year), TV10, social media, utility bill inserts, and website
 - 5 inserts in utility bills: Mayors City update x2, Fireworks, Wellness Challenge calendar, Budget information
- New resident information packets – create a welcome packet with City information and method of distribution

New Library: Library, Mayor, with support from CED, Parks, and Public Works

Collaboration with the Mount Vernon Library Foundation, City Library Trustees, Friends of the Mount Vernon Library, and other community stakeholders is of paramount importance.

- Public scoping report completed September 2014
- Identify next steps after public input